

Amendment to the Specification:

Please amend the specification as follows:

Page 15, lines 5 to 12:

5 Retail customer computer entity comprising a communications port
404, a ~~processor~~ 404 processor 405 with associated memory 406, an
operating 407, for example Unix®, Linux®, Microsoft NT/2000®, a data
storage device 408, e.g. a hard disk drive or similar, a user interface 409
and a web browser application 410. Content retailer computer 401
10 comprises communications port 411, a processor 412, with associated
memory 413, a conventional operating system 414, a data storage device
415 and user interface 416 including a visual display unit, keyboard and
pointing device, and a content retailer application 417.

15 Page 16, line 16 to page 17, line 2:

Referring to Fig. 6 herein, there is illustrated schematically logical
components required to implement the on-line distributed printing network
of Fig. 1, in one implementation. The logical components may comprise
applications programs suitable for installation into conventional general
20 purpose computers, to adapt those computers to perform the functions of a
business customer terminal, a content provider computer entity, a content
retailer computer entity, a print manager computer entity, and a print
merchant computer entity. Logical components may include a business
customer interface application 600, for interfacing with a customer's own
25 graphics application, a content retailer interface application 601 for
interfacing the content retailer computer entity with the print merchant
computer entity; a print merchant application application 602 resident in

the print merchant computer entity 100 for carrying out the functions of the print merchant computer entity; and a print manager application 603 resident in print manager a computer entity 107, enabling operation of that computer entity. In other implementations, the logical entities 600-603
5 may be provided as application specific integrated circuits in embodiments of computer entities which are not based upon general purpose computers, but are custom built. However, the logical entities are optimally implemented as applications which can be incorporated into the various computer entities.

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Page 17, line 15 to page 18, line 23:

Referring to Fig. 8 herein, there is illustrated schematically an organization of a single print service provider, showing how an order is allocated for printing amongst a plurality of printer devices. The print
15 service provider 800 comprises a print manager computer 801, linked via a local area network to a plurality of printers 802-804 in a print department 805, individual ones of the printer devices typically having different print capabilities to each other, for example small format printer devices such as HP LaserJet devices 804, or large format HP DesignJet printer devices
20 802; a finishing department 806 containing ~~equipment~~ equipment 808 for applying special finishes to printed print items, e.g. laminate finishes or glossy finishes which are applied by human operators 807; a shipping ~~department 808~~ department 810 for assembling packages of print items comprising an order, or with the same shipping address, the packaging
25 done by one or more human operators 809 or mechanical operators 811. The print manager computer 801 receives a plurality of electronic orders from the print merchant computer over the internet and orders these in a queue for printing. Individual orders are broken down within the print

manager computer into a plurality of jobs, which are allocated amongst the plurality of printer devices, by means of an allocation algorithm, which allocates print jobs according to availability of printer device, type of media format including ink and sheet material already loaded on the printer device, and utilization of each printer device. The print manager computer also generates physical, e.g. paper-based work order documents, comprising a set of instructions to human operators in the finishing department 806 and print department 805, and packing slips containing packing labels for packing print items for satisfying an order, used by human operators 809 in the shipping department.

Referring to Fig. 9 herein, there is illustrated schematically data concerning a plurality of printer devices associated with a print manager computer 801 at a print service provider facility. The data stored by the print manager computer, and updated in real-time through status signals received from the plurality of printers includes a printer identification code 900, each identifying a corresponding respective printer device; for each printer device, a format format 901 of print sheet material which the printer device is currently configured to print on, for example A0, A1, A2, A3, A4, A5; a sheet material type 902 describing a type of sheet material currently loaded into a printer, for example paper, canvas, plastics material or the like; an ink set type 903, for example a dye based ink set, or a pigment based ink set type identified by a unique code, suitable for printing on a particular sheet or roll material type, e.g. plastic or canvas or for special applications such as indoor or outdoor; a current loading loading 904 of the printer device specified as a number of pages currently in a queue to be printed at the printer device.

Page 22, lines 22 to 28:

In step 1105, the algorithm is applied to minimize the number of cuts which a human operator needs to make to cut the sheet material up in order to produce individual print items. If all printers of a group are optimized, step 1106 proceeds to step 1107, which sends print job to printer(s). If not, step 1106 proceeds to step 1103. In Fig. 12, although the usage of the print material is high, the number of cuts needed to be applied by a human operator is also high, being at least 6 cuts 1210-1216.

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